

REB/PAG

3 March 1969

John Newton, Esq.,  
Booksellers Association,  
152 Buckingham Palace Road,  
LONDON, S.W.1.

Dear John,

Booker Prize

You will recall that your President and you very kindly offered support in publicising the Booker Prize. Ross subsequently said that he would be kind enough to write a letter to members of the BA commending them to display a poster which will list the six titles from which the final selection will be made. This poster, a four colour job, is now in hand, and if you could be kind enough to ask Ross to provide a suitable letter I should be most grateful. Perhaps the letter could also mention that there will in due course be a further poster for the Booker Prize-winning book.

Since one could not expect all booksellers either to have in stock or to order the last six titles there would be little point in sending these posters to all members of the BA, I think. Apart from the question of cost! We originally thought that the BA Charter Group might provide the right kind of cross-section, but we are now inclined to use a list of some 700 bookshops (a majority of them Charter, of course) that Jonathan Cape have listed as able and willing to display posters. If that was acceptable to Ross and you we would ask Cape to produce address labels and then have the printer send out the posters together with Ross's letter. We shall of course have some spares of the poster and could mention its availability in the "Bookseller" at the appropriate moment. This would doubtless be even more important for the poster for the winning entry.

Yours sincerely,

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c. President